

REP HEADLINE# 6359262 TRF# 334882 REP: TEL# 215-564-1206 FAX# 215 564 1103  
\$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT4/12 09.49  
\*\*\* WPXI-TV \*\*\*

ADV # 016939 ADV. NAME POLI/M SMITH/D/OTH/PA REP.# OFF.# 18 SALESMAN #  
AGY # 05658 AGY. NAME MESSAGE MEDIA BUYER NAME  
100 ALBANY STREET SALES PRSN WA- CHERYL BLAIR  
NEW BRUNSWICK, NJ 08901

ORDER # CONTRACT # 6359262 CLASS: NATL. LOCAL REGIONAL  
PRDCT MATT SMITH 10/02 EST# COMMENTS: (LINE, ORDER, INVOICE)  
FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT4/12 09.49

REP: TO NSM/NSA  
FR LINDSEY FOR CHERYL  
REVISED 12 AND 14  
TTLS \$21,450  
PLEASE CONFIRM, THANKS!

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
FRIENDS OF MATT SMITH

| :LINE#         | :REP | :CD | :TIME PERIOD | :LGTH | :SEC | :RATE    | :START DATE | :END DATE | :SPTS/WK | :WEEK INVT | :DAYS | :TOTL SPTS |
|----------------|------|-----|--------------|-------|------|----------|-------------|-----------|----------|------------|-------|------------|
| 12             | R    |     | 600A-800A    | 30    |      | \$250.00 | 10/6        | 10/6      | 1        |            | SAT   | 1          |
| PROGRAM : NEWS |      |     |              |       |      |          |             |           |          |            |       |            |
| 14             | R    |     | 530A-800A    | 30    |      | \$250.00 | 10/7        | 10/7      | 1        |            | SUN   | 1          |
| PROGRAM : NEWS |      |     |              |       |      |          |             |           |          |            |       |            |
| OCT/12         |      |     | 21450.00     |       |      |          |             |           |          |            |       |            |
| CONTRACT TOTAL |      |     |              |       |      |          |             |           |          |            |       | 21450.00   |
| TOTAL SPOTS    |      |     |              |       |      |          |             |           |          |            |       | 41         |

MARKET TOTALS \$60,785 WPXI 35% KDKA 30% WTAE 30% WPGH 5% CABL 0% WPCW 0% WPMY 0%  
SVC- NSI  
DEMOS- RA35\*\*  
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE